

6 reproducing apparatus of claim [28 or 30] 6 or from said advertisement control
7 center of the advertisement data reproducing system of claim [32] 7.

1 *reproducible on 02* 35. (Amended) A sponsor system, characterized in comprising
2 a sponsor apparatus which determines a user who is to be provided with the
3 contents of an advertisement and/or an advertisement, based on said
4 information regarding reproduction of advertisements received from said
5 advertisement information storing/sending means of the advertisement data
6 reproducing apparatus of claim 7 [29 or 31 or from said advertisement control
7 center of the advertisement data reproducing ;system of claim 33].

Respectfully Submitted,


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AR/ap

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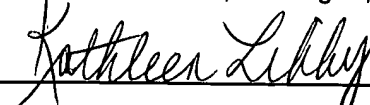
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Kathleen Libby